

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL'S

OPERATIONS MANUAL

SECTION III

DISTRICT ADVISORY COMMITTEES

District Advisory Committees
>> Continued

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

ADVISORY COMMITTEE MEMBERS

DISTRICT 1 - KEY WEST

Ms. Kathryn Houtz

Keys Federal Credit Union
15 Bougainvillea Avenue
Key West, FL 33040

293-6033 (business)
293-1779 (fax)

DISTRICT II - LOWER KEYS

Ms. Gayle Tippet

Strike Zone Charters
29675 Overseas Highway
Big Pine Key, FL 33043

872-9863 (business)
872-0520 (Fax)

DISTRICT III - MARATHON

Ms. Rita Irwin

Dolphin Research Center
MM 59 (Grassy Key)
P.O. Box 522875
Marathon Shores, FL 33052

289-1121 Ext. 226 (business)
743-7627 (fax)

DISTRICT IV - ISLAMORADA

Ms. Patti Stanley

Island Villa Properties
81681 Old Highway
Islamorada, FL 33036

664-3333 (business)
664-9090 (Fax)

DISTRICT V - KEY LARGO

Ms. Ronnie Harris

Kona Kai Resort
97802 Overseas Hwy.
Key Largo, FL 33037

852-7200 (business)
852-4629 (fax)

DISTRICT ADVISORY COMMITTEES

POLICIES & PROCEDURES

I. POLICY STATEMENT

1. District Advisory Committees (DAC) shall be created to make recommendations to the Monroe County Tourist Development Council (TDC).

2. No more than one DAC shall be created for any district, as defined in Ordinance 015-1988, Section 2-299 (f) subsection (g). The districts are defined as follows: (Section 2.299, subsection (g)).

District I encompasses the city limits of Key West

District II from the city limits of Key West to the west end of the Seven Mile Bridge

District III from the west end of the Seven Mile Bridge to the Long Key Bridge

District IV between the Long Key Bridge and mile marker 90.7 (BOCC: 11/22/2000)

District V from mile marker 90.7 to the Dade/Monroe County line and any mainland portions of Monroe County (BOCC: 11/22/2000)

3. The advisory committees shall be comprised of nine members, whose qualifications shall be:

Three (3) from the lodging industry - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax, three (3) from tourist-related businesses - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county, and three (3) who shall represent the general public (at large).

4. (a) There shall be a three person nominating committee for each district for the purposes of making recommendations for appointments to the lodging industry and tourist-related business seats on the advisory committee of the district.

(b) The Monroe County Board of County Commissioners shall appoint the three 'at large' seats on the advisory committee of the district. The term of office for each nominating committee member shall be three (3) years.

The nominating committee for each District shall be comprised of:

- i. One (1) person appointed by the hotel/motel association in that District, or, in the absence of a hotel/motel association, a tourism association;
- ii. One (1) person appointed by the Tourist Development Council;
- iii. One (1) person appointed by the Chamber of Commerce for the District.

5. Appointments to the district advisory board shall be made through the following process:

a. Any vacancy on a district advisory committee shall be advertised by the Tourist Development Council administrative office in at least one newspaper of general circulation in the district with a request for applications/resumes to fill the position, and a deadline for submission of applications.

b. Application/resume forms shall be made available by the administrative office of the TDC and district chambers of commerce.

c. Applications/resumes received by the deadline for the lodging and tourist-related seats shall be submitted to the administrative office which shall record the submission and forward the applications/resumes to the nominating committee for the district served by the district advisory committee for which applications/resumes are received.

d. Each district nominating committee shall nominate two (2) or more names in order of preference to the Tourist Development Council for appointments to each vacant lodging or tourist-related position from the applications/resumes received through this process, and submit to the administrative office the nominations and a list of all candidates considered.

e. The TDC shall appoint the lodging and tourist-related members of the DAC for three-year terms from the recommendations submitted by the nominating committees or return the recommendations as rejected and request a new set of recommendations.

6. a. The same procedure as 5 a. and b. shall be followed for any vacancy of general public (at large) member on a district advisory committee.

b. Applications/resumes received by the deadline for the general Public (at large) seats shall be submitted to the administrative office which shall record the submission and forward the applications/resumes to the Monroe County Board of County Commissioners.

c. The Monroe County Board of County Commissioners shall appoint the members representing the general public (at large) for three year terms.

7. The DACs shall be bound by the same policies and procedures as apply to the TDC as outlined in the Monroe County Tourist Development Council's Operations Manual. Some of which are outlined below.

II. PROCEDURES FOR APPOINTMENT TO DISTRICT ADVISORY COMMITTEE

1. District advisory committee members filling terms which expire subsequent to the effective date of the ordinance shall fulfill their terms. No member of a district advisory committee, prior to the effective date of this subparagraph, may be removed because he/she does not meet this subsection's requirement. All future appointments must be made to bring each committee into conformance with the composition requirements.

2. The Administrative Office will monitor the terms of the various DAC members and prior to the expiration of the member's term or if a member cannot complete their term of office, place an appropriate advertisement and/or public service announcement in the local media as provided in sample (Section III, page 7).

sample advertisement:

**DISTRICT _____ ADVISORY COMMITTEE
(DEFINE THE AREA)
of the
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
has an opening for a**

- a. (LODGING INDUSTRY REPRESENTATIVE -shall be owners or operators/managers of motels, hotels, recreational vehicle parks or other tourist accommodations in the District which are subject to the bed tax)**

OR

- b. (TOURIST-RELATED BUSINESSES REPRESENTATIVE-shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county)**

OR

- c. (AT LARGE – any resident who is not directly involved in a tourism business and who shall represent the general public) (BOCC 4/17/02)**

The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are 'dependent upon tourists'. The extent to which an applicant is involved in tourism would be up to the discretion of the Monroe County Board of County Commissioners who appoints the 'At Large' position.

Any person wishing to participate on the District _____ Advisory Committee of the Monroe County Tourist Development Council within the district so noted above, may request an applicant/resume form from the Administrative Office and submit an application/resume same to the address shown below:

Department DAC
Monroe County Tourist Development Council
1201 White Street, Suite 102
Key West, Florida 33040

Deadline for receipt of application/resume at the above address is: _____

3. The applications will be provided to the District Nominating Committee for the lodging and tourist-related seats for purposes of making recommendations for appointments to the seat on the District Advisory Committee.
4. The Tourist Development Council shall appoint their selected member of the district advisory committee for a three year term.
5. The applications will be provided to the Monroe County Board of County Commissioners for the general public (at large) seat on the District Advisory Committee for appointment for a three year term.
6. The resume to be included with the recommendation as noted in **I. 5.** should contain the following information:
 - name
 - physical address (for courier delivery, if applicable)
 - mailing address (if different than above)
 - telephone number(s)
 - FAX number(s) (if applicable)
 - e-mail (if applicable)
 - business affiliation
 - list organizations & affiliation with same (i.e. board of director, Chamber)**
 - brief summary of related activities and interest in participation on DAC

* * to establish possible conflict of interest

III. STANDING RULES

1. **Government in the Sunshine:** All DAC members should be aware that as a member of a District Advisory Committee they are subject to “**Government in the Sunshine**”. Open government has been a cherished principle guaranteed under Florida Law since the beginning of this century. Recently, the right of public access gained constitutional status when the Public Records and Meetings Constitutional Amendment took effect on July 1, 1993.

A copy of the “**Government in the Sunshine**” manual is available in the Administrative Office for your review. If you have any questions regarding “**Government in the Sunshine**”, please contact the Administrative Office.

2. **Conflict of Interest:** Pursuant to Florida Statutes § 112.313(12), the prohibitions found in subsections (3) and (7) of that statute may be waived by the TDC for any District Advisory Committee member who has first made a full disclosure of the transaction or relationship which constitutes the conflict. The exemption can only be extended by a 2/3 or better vote of the TDC. This waiver entitles the District Advisory Committee member to participate in discussion concerning any matter for which a conflict exists, but prohibits said member from voting on matters for which conflicts exist.

3. **Meetings:**

a) The TDC meets in regular session approximately every six weeks and DAC meetings will be scheduled in a similar manner to meet the deadlines for TDC meetings.

b) Regular DAC meetings are noticed to the media (Key West Citizen, The Keynoter, The Reporter) fifteen (15) days in advance of the meeting. Special meetings, if deemed necessary by the Chairperson of the DAC, are noticed to the media five (5) days in advance of the meeting. Emergency meetings (so designated by the Chairperson of the DAC) are noticed (4) hours in advance through Public Service Announcement by the appropriate radio stations.

c) Unless there is a special circumstance determined by the Chairperson of the DAC, once the schedule has been approved by the DAC, it becomes the schedule the DAC shall follow.

d) **Change in Meeting date or time:** A change of meeting date can be made if a scheduled meeting conflicts with a scheduled TDC or BOCC meeting date, or if the Office Manager notifies the Chairperson that quorum will not be available for the scheduled meeting. The Chairperson can approve the change with proper advance notice to the TDC and DAC. Any other meeting date changes shall be placed on the agenda of the next scheduled meeting of the DAC. Majority approval is required for the change of date to be implemented. This procedure will also apply to meeting time changes.

e) **Roberts Rules of Order:** The District Advisory Committees operate under Roberts Rules of Order. The rules are strictly observed for the resolution of all disputes and, when necessary for the maintenance of order. Normally, proceedings are conducted with a minimum of formality.

f) **Quorum:** Fifty percent (50%) plus one constitutes a quorum.

g) **Election of Committee Chairpersons:**

i. The DAC shall elect its Chairperson, Vice-Chairperson, Treasurer at the beginning of the new fiscal year.

- ii. The Chairperson shall serve as the presiding officer and conduct the business of the DAC.
- iii. Responsibilities of the Chairperson:
 - 1. Presides at and conducts all DAC meetings.
 - 2. Appoints Committee Chairpersons and sub-committees if required.
 - 3. Attends TDC meetings representing the district.
 - 4. Spokesman on behalf of the DAC to the media unless the Chairperson delegates this responsibility on an individual basis.
 - 5. Reviews and approved meeting agendas prior to packet distribution.
 - 6. Approves DAC items, other than expenditures and budget resolutions, to be placed on the TDC agenda.
 - 7. Authorizes changes in meeting dates as per special circumstances outlined in Section III - page 9.

In the absence of the Chairperson, the Vice-Chairperson shall preside and assume the responsibilities of the Chairperson.

In the absence of the Vice-Chairperson, the Treasurer shall preside.

In the case when all three of the above listed individuals are not present, a majority of the quorum shall determine who shall serve as Presiding Officer.

IV. POLICIES & PROCEDURES:

A. Meetings Agenda: Deadline for DAC meetings is twelve (12) noon Friday, two (2) weeks prior to the scheduled meeting.

The Chairperson will approve the agenda items.

After packet has been mailed, further add on items will be presented to the DAC, when called for on the day of the meeting. It will take a unanimous vote of the DAC for such add ons to be placed on the agenda.

B. Recording of and Meeting Minutes: The Administrative Office is responsible for the recording and producing the minutes of the DAC meetings.

The minutes will be presented to the DAC for approval at their following meeting. Any revisions to said minutes may be read into the record at that time. The Administrative Office maintains all historical meeting information at their office and is open to the public.

C. TDC Agenda: All items that require TDC and/or Board of County Commission approval will be the responsibility of the Administrative Office to place on the appropriate agenda.

D. Meeting Attendance: If a DAC member cannot attend a meeting, it is their responsibility to advise the Administrative Office at least twenty-four (24) hours prior to the date of the meeting. This enables the Administrative Office to establish quorum of a particular meeting if this issue should become suspect and subsequently advise all DAC members and the media if, for lack of quorum, a meeting is canceled.

E. Absentee Policy: Whereas, Section 2.299 (B)(4) mandates that any member who absences himself from three consecutive regular meetings or four regular meetings during a fiscal year automatically forfeits his position on the DAC, and such absenteeism is extremely generous for a council that has only eight regularly scheduled meetings per fiscal year. The TDC has determined a need to establish a stringent policy as to what constitutes an excuse for absenteeism in order to operate effectively when certain members are unable or unwilling to contribute by showing up for the regularly scheduled meetings. Accordingly, it is the policy of the DACs that only death of a close family member (spouse, child, parent, sibling) no more than one week in advance of the regularly scheduled meeting will constitute a basis for the DAC excusing a member's absence.